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“How to Judge Novelties---Look to Their Source”

## SOME OF THE

# BURBANK NOVELTIES IN SEEDS — 1910-11-12

And a general list of seeds which average at least fifty per cent better than those usually offered, most of these strains having been under special selection for years. All are produced on my own grounds by intelligent American labor. Location, soil and climate unequalled.

## ALL OF THE “BURBANK QUALITY”

# September 1st, 1911 Offering

## TO THE TRADE

	POUND	OUNCE	\$	\$
<b>New Gigantic Evening Primrose OENOTHERA “AMERICA”</b> Fully described in last season’s novelty list. This has given universal and unbounded satisfaction to all who purchased last season. The snow-white blooms are about four times as large as any of the older kinds; by far the grandest Evening Primrose ever grown.....100 seeds 15c; 1000 seeds 50c			1.00	
<b>New SHIRLEY POPPY “CELESTE.”</b> Beautiful sky-blue, lavender and gray shades in abundance, never before offered, very choice and rare .....			.75	
<b>SOLANUM GAYANUM, “NATRE.”</b> Beautiful Chilian shrub with long slender branches with a profusion of lilac like clusters of lavender blue flowers .....				25c
<b>IPOMEA, New Imperial Carmine.</b> One of the wonderful Japanese Morning Glories which, unlike most of this class, will grow anywhere and bloom abundantly all summer. Most gorgeous rosy-carmine flowers two and one-half to three inches across with pure white throat.....			40	Trade pkt. 25c
<b>BRODIAE, Grandiflora Major.</b> .....			20c	Trade pkt. 20c
<b>RAINBOW CORN.</b> Beautiful as the most beautiful dracoenas. Broad stripes of crimson, yellow, white, green, rose and bronze. This has been on exhibition by the California Development board during the past season and has been the admiration of everybody. Nothing like it for decorative purposes, either for garden or for cutting. As easily grown as field corn.....			3.00	Trade pkt. 20c .25
<b>PASSIONARIA CHILENSIS.</b> Beautiful pendant flowers, new.....				Trade pkt. 25c
<b>CHILIAN WATER CRESS, New.</b> A true water cress with most beautiful foliage like an Adiantum.....				Trade pkt. 25c
<b>DIPLACUS GRANDIFLORA.</b> Although the old orange colored Diplacus was introduced fully a century ago yet no improvements have been made until the present time. Diplacus Grandiflora now first offered grows in compact form, from 18 inches to 2 feet in height with much larger and handsomer foliage. But above all, the flowers are of a more pleasing form and fully twice the ordinary size, and of a most unusual and highly pleasing pale primrose shade, often nearly white. A sterling novelty for greenhouse and for planting in dry, sunny places. Can be readily grown from cuttings or seeds .....				1000 seeds 50c; 10000 seeds \$2

	POUND	OUNCE
	\$	\$
<b>A New Lavender TRAILING GODETIA.</b> Among more than four thousand species of wild native Argentine, Chilian and Patagonian seeds which one of my collectors has sent me during the past five years, this gem was found. Nothing like it has ever been described, being wholly new to botanists, collectors, seeds-men and florists. This most graceful Godetia of a color unknown before, will be a surprise to botanists and growers alike. During the first of the season it is trailing; when commencing to bloom the plants become upright, attaining a height of two feet, otherwise the habit is like some of our most graceful North American species. The flowers are nearly two inches across and are produced in royal abundance. As a provisional name this may be called Godetia magellanica.....1000 seeds 50c; 10000 seeds \$2		
<b>GODETIA AMOENA HYBRIDS.</b> Tall, graceful, slender plants bearing extremely large pale and dark rose and crimson flowers in profusion. New.....1000 seeds 50c; 10000 seeds \$2		
<b>"MOUNTAIN DAHLIA" (Dahlia Purpurisii) a New Species</b> lately discovered by Dr. Purpus growing in Mexico at an elevation of 9000 to 10000 feet. The three-inch wide fiery scarlet flat flowers with wide petals are borne on extraordinarily long stems in the utmost profusion. The best Dahlia species introduced for years.....100 seeds 20c; 1000 seeds 90c	1.25	
<b>CHILIAN "TOMATILLO."</b> Very ornamental heavily fruiting perennial plant, somewhat after the mode of Solanum pseudo-capsicum, but with larger bright scarlet fruits, $\frac{1}{2}$ to $\frac{3}{4}$ inches in diameter. This has proved wholly hardy here last winter with the thermometer at only 15 above zero.....Trade pkt. 25c	.50	
<b>ALSTROEMERIA CHILENSIS (Versicolor) "LILY OF THE INCAS."</b> Perennial lily-like plants one to three feet in height with an abundance of flowers resembling small lilies; yellow in every shade, orange, scarlet, crimson and pink; spotted, striped and selfs. Many new shades and a few new species. Hardy only as far north as Washington, D. C. ....	2.00	.30
<b>ASCLEPIAS, SPEC. CHILE.</b> New plant found growing on the high plateaus of Chile about the Nitre beds where only one other plant thrives. Handsome half-hardy perennial. Height 6 feet. Pale yellow blossoms.....1000 seeds \$3		
<b>CALANDRINA, New Species from Chile.</b> Annual. Produces an abundance of large flowers of deepest glossy rosy crimson or solferino. Trailing. Easily raised; abundant bloomer. Sow in warm, sunny place.....	.75	
<b>AMARYLLIS.</b> Burbank's Giant Hybrids, too well known to need description. Generally known as the best strain in existence.....100 seeds 50c		
<b>CARNATION, MARGUERITE, "Burbank's Selection."</b> No strain of marguerites so far available equals this in its combination of compact growth, abundance of bloom, remarkably bright distinct colors, proportion of fully double flowers and delightful fragrance. <b>Test this strain with any or all others.....</b>	4.00	.80
<b>SHIRLEY POPPY,</b> "The Burbank" strain. This strain has been most carefully built up to its present acknowledged superiority by more than ten years rigid selection. The flowers are extra large, the petals beautifully crimped. Colors selected with scientific accuracy. The strain is not excelled and forms the basis of many seedmen's offerings .....	2.00	
<b>HEUCHERA CRISTATA.</b> This beautiful perennial crested leaved plant originated on my grounds several years ago from the California "wild geranium" (Heuchera micrantha). <b>No plant</b> in cultivation produces such beautifully crested foliage .....		
<b>GALLILEA,</b> a curious and handsome, tall, straight, slender Rush from the Canary Islands. The seed offered is from a specially fine selected variety. Height 4 feet.....1000 seeds 50c		
<b>HERBERTIA PULCHELLA,</b> a most beautiful little Chilian bulbous plant, easily raised from seed, blooms the second year.....Trade pkt. 25c		
<b>LOBELIA TUPA, (Devil's Tobacco,)</b> a new plant probably never until last season offered in America. Resembles in some respects a gigantic Lobelia Cardinalis. Grows to a height of 8 to 10 feet. The abundant curious beaked scarlet flowers are about $2\frac{1}{2}$ inches in length, leaves large, pale green. Perennial.....1000 seeds 40c		
<b>LOBELIA ATROSANGUINEA,</b> Hybrids. Great dazzling crimson flowers, pure crimson foliage. Grows only in moist soils. Hardy perennial, extra choice strain..... $\frac{1}{4}$ ounce \$1		
<b>LIPPIA REPENS,</b> popular lawn plant for warm climates. Seed never before offered.....	.60	
<b>PHYTOLACCA,</b> new Chilian species, dwarf .....	3.00	.75
<b>SPARAXIS PULCHERIMA,</b> the most graceful of all Cape bulbs, height 6 feet, blooms third year from seed.....		.30
<b>CESTRUM Aurantiacum.</b> Chilian shrub, 6 feet high, with a great profusion of unusually fine clusters of lemon yellow flowers resembling lilaes in form .....		
1000 seeds \$1		
<b>ESCHSCHOLTZIA, The "Burbank Crimson"</b> One of the most beautiful of all. It is well fixed, coming even more exactly to type than the older strains of Eschscholtzia.....	1.25	
<b>ESCHSCHOLTZIA,</b> Mixed. White, yellow, orange, carmine, crimson and pink. Large flowers; beautiful new shades....	1.00	
<b>DIMORPOTHECA AURANTIACA.</b> Having grown this new South African plant extensively for two years I find it one of the very best bedding plants in existence. Its great orange-gold daisy-like flowers are produced constantly for months in unsurpassed profusion. Plant in any dry, sunny place .....	.75	
<b>SCYPHANTHUS ELEGANS.</b> A new, graceful annual Chilian climber, producing unique deep golden yellow saucer-shaped flowers in abundance. One of my introductions of 1908. Start in greenhouse for long season of bloom. Has given universal satisfaction..... Per $\frac{1}{4}$ ounce \$2		
<b>SCYPHANTHUS ELEGANS, White.</b> .....Trade pkt. 25c		
<b>Abutilon Vitifolium "PRIDE OF CHILE."</b> Tree Abutilon, producing an abundance of beautiful, wide spreading, saucer-shaped flowers three to four inches across. White and porcelain blue. Hardiest, most unique and perhaps the most beautiful of all the Abutilons.....Trade pkt. 25c		
<b>CLEOME SPECIOSISSIMA,</b> Giant bright pink and pure white mixed .....		
Trade pkt. 25c		

		POUND	OUNCE
<b>LATHYRUS LATIFOLIUS.</b> New giant flowering hybrids, white, pink and crimson mixed.....		<b>\$1.50</b>	<b>\$ .15</b>
<b>DELPHINIUM,</b> Burbank's Giant Perennial Hybrids. No other strain surpasses this in size of flowers or beauty of shades; single and double.....	Trade pkt. 25c		
<b>ESCHSCHOLTZIA,</b> Burbank Reselected Giant White. By far the best white ever offered.....	3.00	.20	
<b>GLADIOLUS,</b> Burbank's New Hybrids, mixed. Clean full seed .....		.50	
<b>LANTANA,</b> New Dwarf Hybrids. Very large, brilliant colors.....		.35	
<b>TRITOMA.</b> Most beautiful new hybrids, plants from two to six or seven feet in height, brilliant coral red, pure orange, pale and dark yellow in every shade and combination, mixed.....	Trade pkt. 25c	1.00	
<b>MARIGOLD CHILIAN FRAGRANT.</b> Annual plant three to four feet, single flowers. Whole plant has a most powerful and delightful perfume .....	Trade pkt. 25c		
<b>VERBENA,</b> Burbank's Giant Mayflower. Powerfully fragrant, like the Trailing Arbutus, largest flowers, most beautiful colors, mixed.....		1.00	
<b>CHIVES.</b> Easily grown. Seed rarely offered .....	2.00	.20	
<b>CHIVES, Rose Flowering</b> .....		.30	
<b>CHIVES, Giant Hybrid</b> .....	Trade pkt. 25c	1.00	

## GENERAL LIST OF SPECIAL SEEDS

		POUND	OUNCE
<b>ASCLEPIAS TUBEROSA,</b> select orange .....		<b>\$3.00</b>	<b>\$ .40</b>
<b>ASCLEPIAS,</b> Mixed varieties—some rare ones.....			.25
<b>AFRICAN HIBISCUS,</b> annual.....			.15
<b>CANNA TARRYTOWN,</b> Gold Medal Canna .....	2.00	.15	
<b>CHORIZEMA,</b> Scarlet.....		Trade pkt. 20c	
<b>CALLOPSIS, BICOLOR,</b> extra select mixed, including Radiata, Golden Ray and Tiger Star.....			.20
<b>CHLOROGALUM POMERIDIANUM, (Soap Root)</b> native bulbous plant .....			.50
<b>CENTAUREA IMPERIALIS,</b> mixed .....			.30
<b>CENTAUREA MONTANA,</b> mixed .....		Trade pkt. 20c	
<b>CENTAUREA CYANUS HYBRIDA.</b> .....			.15
<b>COSMOS, LADY LENOX, GIANT,</b> mixed colors .....	1.25	.15	
<b>CLEMATIS ORIENTALIS,</b> yellow.....		Trade pkt. 20c	
<b>CALCEOLARIA RUGOSA,</b> Lemon yellow. Hardy, perennial, everblooming .....		Trade pkt. 20c	
<b>CAMPANULA MEDIUM,</b> tall, mixed .....			.20
<b>CAMPANULA MEDIUM,</b> dwarf, mixed .....			.15
<b>CAMPANULA ROTUNDIFOLIA, ALBA.</b> "Bluebells of Scotland," white variety .....		Trade pkt. 20c	
<b>COREOPSIS, "Golden Wave"</b> .....			.30
<b>COREOPSIS LANCEOLATA GRANDIFLORA</b> .....			.30
<b>CELOSIA PLUMOSA, "Ostrich Plume"</b> .....			.15
<b>DELPHINIUM NUDICAULE</b> .....		Trade pkt. 25c	
<b>DIANTHIS IMPERIALIS,</b> beautiful, mixed.....			.25
<b>DIANTHIS IMPERIALIS,</b> New, single, dazzling, white.....			.60
<b>ERODIUM MACRODENUM,</b> Geranium like .....		Trade pkt. 20c	
<b>EUPHORBIA MARGINATA, "Snow on the Mountain"</b> .....			.20
<b>EUPHORBIA LATHYRIS, "Gopher Plant"</b> .....			.75
<b>DAHLIA CORONATA,</b> so called sweet scented Dahlia, new, long stems, single, scarlet.....			.50
<b>ESCHSCHOLTZIA,</b> crimson, white and gold, mixed, unusual colors and shaded .....	3.00	.40	
<b>GAILLARDIA GRANDIFLORA,</b> extremely large, various colors .....			.30
<b>GLAUCIUM,</b> tricolor, New Hybrids .....			.25
<b>GEUM,</b> Scarlet.....		Trade pkt. 15c	
<b>HOLLYHOCK, Chaters Best Double,</b> mixed.....			.25
<b>HUNNEMANNIA FUMARIAEFOLIA,</b> most beautiful yellow.....			.20

		POUND	OUNCE
<b>IPOMOPSIS ELEGANS</b> , Select, brightest scarlet.....	Trade pkt. 20c	\$	\$
<b>MARIGOLD</b> , Lemon Ball .....			.25
<b>MARIGOLD</b> , African, mixed.....			.20
<b>NICOTIANA SYLVESTRIS</b> .....			.15
<b>NASTURTIUM</b> , tall, mixed.....			.10
<b>OENOTHERA MEXICANA</b> , Improved Royal Rose.....			.40
<b>PENTSTEMON</b> , many choice species and varieties, mixed .....	Trade pkt. 20c		
<b>POPPY TULIP</b> , <b>PAPAVER GLAUCIUM</b> , most brilliant fire crimson, always true from seed. Sow in the fall or very early in Spring. Selected large flowering strain.....	2.00	.20	
<b>POPPY, SHIRLEY</b> , Burbank's 1911 Selection, pronounced by some of the great American seedsmen "the best of all" "unequalled" .....	2.00	.25	
<b>POPPY, SHIRLEY</b> , New Variegated Foliage, dark green and pure white, very handsome.....	2.00	.80	Trade pkt. 25c
<b>PASSIFLORA, Incarnata</b> , The Southern Fruiting Passion Flower, weedy but bears good fruit.....	Trade pkt. 20c		
<b>PASSION FLOWER, AUSTRALIAN FRUITING</b> , tender perennial, bears highly prized fruit in abundance .....	2.00	.25	
<b>PASSION FLOWER</b> , Hardy, "Constance Elliott" .....	Trade pkt. 25c		
<b>PHYSIANTHUS ALBENS</b> , climber, fragrant white bell flowers .....			.20
<b>PLATYCODON GRANDIFLORA</b> , Balloon Flower. Large extra select, blue and white, single and double, Trade pkt. 20c			.85
<b>RICINUS SANGUINEA</b> .....			.20
<b>RICINUS ZANZIBARENSIS</b> .....			.40
<b>SCHIZANTHUS WISETONENSIS</b> , very newest, extra select, largest flowers.....	Trade pkt. 25c		4.00
<b>SCABIOSA MAJOR</b> , select double, mixed .....			.20
<b>SISIRHYNCHIUM</b> , a new pale yellow "blue-eyed grass" from the high mountains of Mexico .....			.50
<b>SALPIGLOSSIS GRANDIFLORA</b> , mixed .....			.50
<b>SHASTA DAISY</b> , mixed single, semi-double, laciniated, fluted and frilled, a wonderful new strain .....			2.00
<b>SHASTA DAISY, ALASKA</b> , and largest single varieties .....			1.50
<b>TIGRIDIA MEXICANA</b> , from collected plants .....	1.00		
<b>VERBENA</b> , Mammoth mixed .....			.50
<b>ZINNIA</b> , Little Red Riding Hood, small flower, bright scarlet .....			.15

Burbank's Experiment Farms  
September 1st, 1911

LUTHER BURBANK,  
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